



The  
**enchantingLawyer**<sup>™</sup>

# Action Guide

**Syed Balkhi**

## **1. Give Away Information**

Syed talks about how he built his business up, based on the idea of giving information away for free. From his initial idea of helping people with WordPress, he has managed to earn money both from this and also other options which have followed from his success.

### **How Does It Apply?**

Think about what information you can offer people for free. Here you can show your knowledge and make yourself an authority on the subject, meaning that when it comes to paid work, they will turn to you. Write down your ideas below.

## **2. Give options**

Syed explains about how the biggest job of the internet for businesses is to engage with people. There are many ways that businesses can engage with their customer base, those who are potential customers and those who still haven't heard of you, and businesses should be using more than one method to encourage this engagement.

### **How Does It Apply?**

Think about what your business can be doing to engage with people. You could think about newsletters, social media, blogs, chats... Write down your ideas below.

### **3. Security**

Syed explains that one area that is often overlooked by many businesses is the security of their websites. It is easy to think that it won't happen to you, but it *does* happen to people like you! It is not only annoying and time consuming to sort everything out if your site gets hacked, but it can also betray the confidence of your customers, which will only be a bad thing for your business.

#### **How Does it Apply?**

Write down below what security features you have in place. You need to have a minimum of a backup and firewalls. Now think about what else you can do to improve security and write that down before investigating further.